

The World Tourism Organisation: Singing its song in praise of geography and history

The World Tourism Organisation (WTO), formed in 1975, has an international membership of 100 countries, of which Jordan is a full member. In mid-June, Jordan's delegation returned from the second WTO general assembly held in Torremolinos on the Costa del Sol of southern Spain. At this meeting, the Jordanian delegation was instrumental in promoting the adoption of Arabic as the fifth official language of the inter-governmental body.

Miss Laurice H'llass, advisor to Minister of Tourism and Antiquities Ghaleb Barakat, was head of the Jordanian delegation. She recently explained to the Jordan Times the significance of this international organisation, its possible impact on the future of worldwide tourism and the role her delegation played in decisions taken at the conference.

By Marian Awwad
Special to the Jordan Times

Tourism is a song of liberty in praise of geography and history. This is how Spanish King Juan Carlos put it at the opening assembly of the WTO general assembly. And this is how visiting delegates viewed their fast expanding business. WTO is young. It was officially born in January 1975 out of the International Union of Official Travel Organisations (IUOTO), a non-governmental body organised in the Hague in 1925. Until two years ago, the United Nations considered IUOTO the only instrument for promoting tourism for the economic, social and cultural advancement of all nations.

Between 1963 and 1975, the rapid expansion of travel created the need for a world body able to deal with tourism problems at government level. Hence, IUOTO was transformed into WTO. Its headquarters have been in Madrid since January 1976.

Miss Laurice H'llass saw WTO's role as follows: "One of the main concerns of tourism today is providing better arrangements for travel, especially for younger and older people. At the same time, WTO is placing a high priority on the development of tourism in the developing countries. We believe that tourism is a means we can use to appraise man, who should be both subject and object of all touristic activities."

As she spoke, Miss H'llass glanced about her office which, though small, gives the impression of a main-exhibition of the best Jordan has to offer. Tastefully decorated, the office contains samples of Jordan's best arts and crafts, photographs of traditional Arab costumes and framed pieces of old embroidery. Small arrangements of brass and copper pieces, Hebron glass, Jerusalem pottery and mother-of-pearl work blend in colour and texture to give the small room a unique composition, representing the country she knows so well. A collection of Jordanian stamps, under glass on the top of a corner table, would be the envy of many a philatelist.

Regional Studies

Miss H'llass stated that regional studies would be undertaken immediately by WTO to ascertain the needs of member-states and to suggest ways in which problems can be soundly and realistically dealt with.

"These studies will provide states and the travel trade with the information necessary for them to adjust themselves to the situations which will arise in the future," she stressed. She quickly added that Jordan should be able to benefit from the studies, particularly since WTO has entered into an agreement with the United Nations Development Programme. "The UNDP now recognises WTO as the official international tourism body. Studies for specific tourist projects in Jordan can now be carried out



Laurice H'llass, Jordan's fiery female representative at the recent World Tourism Organisation general assembly, pushes her point during an intense moment of debate. WTO Secretary General Robert Lonati sits to her right.

with the help of both organisations."

Jordan will also benefit from the operation of the International Centre for Advanced Touristic Studies (CIEST), which will be expanded when it is moved from Italy to Mexico in the near future.

"The general assembly stressed the urgency of training sufficient numbers of management executives to meet the future expansion in various sectors of tourism," she stressed. "We entrusted the secretary-general with the task of undertaking a worldwide survey of tourism needs and drawing up a programme which the centre will follow."

WTO is divided into six regional commissions: The Middle East, which includes 12 countries, Africa with 28, the Americas with 22, Europe with 22, Pacific and East Asia with seven

-- a total of 100 nations considered full members.

Besides the participation of member states, associate membership is extended to territories or groups of territories not responsible for their external relations. WTO has 71 affiliate members, which are international bodies, (both inter-governmental and non-governmental) concerned with specialised interests in tourism, or commercial and non-commercial bodies whose activities are related to the aims of WTO or fall within its jurisdiction.

Middle East Airlines replaced Air France as chairman of this group. Only full members are allowed to vote at the assembly.

Executive Member

Jordan has been a member of WTO since its inception, Miss H'llass elaborated: "We have just completed one year on the Executive Council. At this session, the representative of Cameroon was elected by acclamation as President of this year's general assembly. Nine vice presidents were also elected according to the geographical distribution of members." Miss H'llass was elected Vice President for the Middle East region.

"We really worked day and

have them recommend the adoption of Arabic to the general assembly."

Nineteen of the 20 members of the council agreed; then Tunisia and Jordan submitted the resolution to the assembly. After much behind-the-scenes lobbying, the resolution was passed. "We felt that since the Arabic-speaking countries composed almost one-fifth of the organisation, we were entitled to a language we could readily communicate in."

"After the vote, I gave the official thanks on behalf of the 17 Arabic-speaking countries. It was a very exciting meeting with people standing, clapping and congratulating all around."

The other official languages used by the World Tourism Organisation are English, French, Spanish and Russian.

The third WTO general assembly will be held in the autumn of 1978. The Philippines will host the conference in Manila. "This was one of the most difficult decisions we had to make because three members wanted to host us."

"So many other important agreements were also signed, including those establishing regional secretariats. The regional office for the Middle East will be in Cairo."

Tourist Bill of Rights

One interesting proposal was brought up by Mr. Fabian Chavez, U.S. Assistant Secretary of Commerce. Speaking in Spanish, he proposed incorporating a tourist code of good conduct and a tourist bill of rights into the WTO general programme of work. "His proposal was supported by the Soviet delegate and was unanimously accepted by the assembly."

Miss H'llass stated that at a meeting of this nature, participants become aware of the fact that problems are not peculiar to any one country.

"It becomes an overwhelming feeling that you are all working for a common cause. With us, it was not a simple matter, for we had to keep in mind that tourism will contribute to economic development, international understanding, peace, prosperity and universal respect for and observance of human rights and fundamental freedom for all. This should be done without distinction of race, sex, language or religion."

She smiled broadly once more and said: "The fact that I was allowed to be so active at this meeting proves that WTO is on its way to promoting its aims." Her reference was to the fact that, as a woman, she was still able to work effectively.

"Needless to say, I have very fond memories of the warmth of the Spanish sun and the people of Torremolinos. We also had the opportunity to visit Granada, and to witness the beautiful tribute to Arab heritage at Al Hambra. "Since we returned to Amman, I have received a number of personal invitations to visit countries around the World."

One is from the Philippines, which has a complete crafts village as one of its tourist attractions.

"The Jordan Crafts Council, in cooperation with the government, is promoting a similar scheme for the preservation and development of our indigenous arts and crafts. I hope that we will be able to share their ideas along this line."



Members of the Cabinet recite prayers in front of the tomb of King Talal Thursday. From left to right: Education Minister Dr. Abdul Salam Al Majali; an unidentified sheikh; Minister of State for Foreign Affairs Hassan Ibrahim; Agriculture Minister Salah Jum'a, Telecommunications Minister Abdul Ra'ouf Al Kawabdeh; Minister of Public Works Said Bina; and Information Minister Adnan Abu Odeh. (JNA photo).

KING HUSSEIN VISITS TOMB OF LATE KING TALAL

AMMAN (JNA). — His Majesty King Hussein visited the tomb of the late King Talal Thursday on the occasion of the fifth anniversary of his death.

King Hussein placed a wreath of flowers on the tomb and recited prayers.

Other visitors Thursday included Crown Prince Hassan; Prince Mohammad; Chief Chamberlain Prince Ra'd Ibn Zeid; members of the royal family; Speaker of the Upper House Bahjat Talhoumi; Chief of the Royal Court Sharif Abdul Hamid Sharaf; the Commander-in-Chief of the Armed Forces, Lt.-Gen. Sharif Zeid Ibn Shaker, the chief justice, cabinet members and other government and military officials.

Coordination centre mooted at news meet

AMMAN (JNA). — Jordan proposed the establishment of an information coordination centre among non-aligned countries at the meeting of the second preparatory committee of broadcasting organisations of non-aligned countries here Thursday morning.

The delegation also proposed a survey to assess the potential of member-states in the information field.

Jordan stressed the need for officials of non-aligned countries to promote their countries internationally by preparing documentaries on each country.

The committee approved a document submitted by the Yugoslav delegation as the basis for work at the major Sarajevo news media conference in November.

The Yugoslav paper proposed a number of ways to coordinate information policy among non-aligned countries.

W. GERMANY GIVES POLICE EQUIPMENT

AMMAN (JNA). — The Directorate of Public Security Thursday received a consignment of modern police cars as a present from the West German government. Five radar cars will be used for speed control and three others for general police use.

Holland to give aid for agriculture projects

AMMAN (JNA). — Jordan and Holland wound up economic talks at the National Planning Council Wednesday, when they concluded an agreement under which the Dutch government will provide JD 725,000 for a number of Jordanian agricultural projects.

The agreement was reached after four days of talks on economic cooperation.

Holland will finance the establishment of a laboratory for the analysis of soil and water to be set up near the Agricultural Research Centre in Deir Alla.

The Dutch government will allocate JD 251,700 for that project, while the Jordanian government will construct all necessary buildings.

An agricultural training centre in Wadi Al Yabes will also be set up under the agreement. Holland will participate with JD 278,876.

Finally the Dutch government will help with the establishment of a factory for wooden boxes to be used for the export of fruit and vegetables.

The Dutch delegation left here Wednesday after extensive talks with Jordanian officials. It also visited a number of projects in the Jordan Valley and vocational training schools.

HAYA ARTS CENTRE
The Canary Band presents a musical performance at the Haya Cultural Centre on Saturday, July 9 at 6 p.m.

VACANCY
Accepting applications for the position of MEDIA MANAGER. Applicants should have complete fluency in English and Arabic, be capable in oral and written expression and have professional knowledge or potential in one or more aspects of mass communications, showing creativity and imagination. Apply: MEDIA MANAGER, P.O. Box 354, Amman, Jordan.

THE SURPRISE OF THE SEASON
The Terra Sancta Alumni Club has the honour to offer to the Jordanian public on the occasion of His Majesty King Hussein's silver jubilee
THE INTERNATIONAL ENTERTAINMENT CARNAVAL A RIO with BRAZIL TROPICAL
at the Palace of Culture in Al Hussein Youth City on July 11, 12, 13 and 14 at 8.30 p.m.
Tickets: First class JD 4; Second class JD 3; Third class JD 2.
Gallery: Jordan Intercontinental Hotel, Nassar Pharmacy, Jabal Amman, Books Corner, Orthodox Club, The Terra Sancta Alumni Club.

AMMAN MARKET PLACE

RESTAURANTS
baba lu Restaurant
MANDARIN CHINESE RESTAURANT

THE FLYING CARPET CLUB
NEW BAND AT LE CESAR Restaurants & Nightclub
To advertise in this section phone 6771-2-3

FOOD-MARKETS ETC.
Argento House
AMORA
S.M. SILVER MARKET

FLOWER SHOPS
Bouquet & Plants
TALAL AGRICULTURE CO.

BUSINESS SUPPLIES
IMPERIAL TYPEWRITERS
THE JORDAN EDUCATIONAL CO. LTD.

SWEETS
CARRIDO
PATCHI

FORECAST FOR FRIDAY, JULY 8, 1977

Your Daily HOROSCOPE

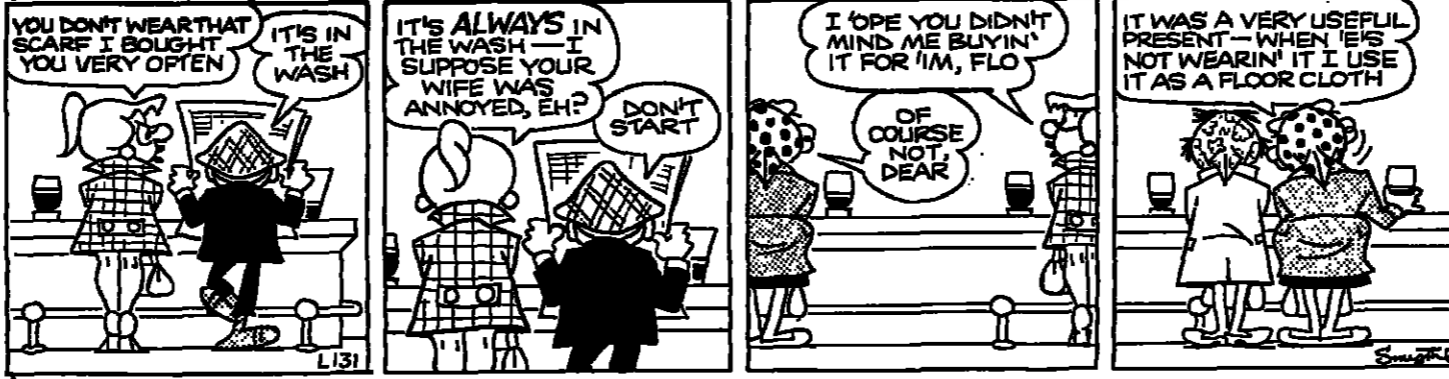
from the CARROLL RICHTER INSTITUTE

GENERAL TENDENCIES: You now have many good ideas for getting ahead... ARIES (Mar. 21 to Apr. 19) Contact money expert... TAURUS (Apr. 20 to May 20) Home affairs will need your attention... GEMINI (May 21 to June 21) A good friend has a fine idea... MOON CHILDREN (June 22 to July 21) Be careful where a credit matter is concerned... LEO (July 22 to Aug. 21) Strive for a better understanding... VIRGO (Aug. 22 to Sept. 22) Buckle down to important duties... LIBRA (Sept. 23 to Oct. 22) An associate can do you a big favor... SCORPIO (Oct. 23 to Nov. 21) Study how to cooperate... SAGITTARIUS (Nov. 22 to Dec. 21) Carry through with creative plans... CAPRICORN (Dec. 22 to Jan. 20) Try to establish more harmony at home... AQUARIUS (Jan. 21 to Feb. 19) You have clever ideas for speeding up production... PISCES (Feb. 20 to Mar. 20) You know exactly what should be done where a financial matter is concerned.

PEANUTS



ANEY GAPP



MUTT & JEFF



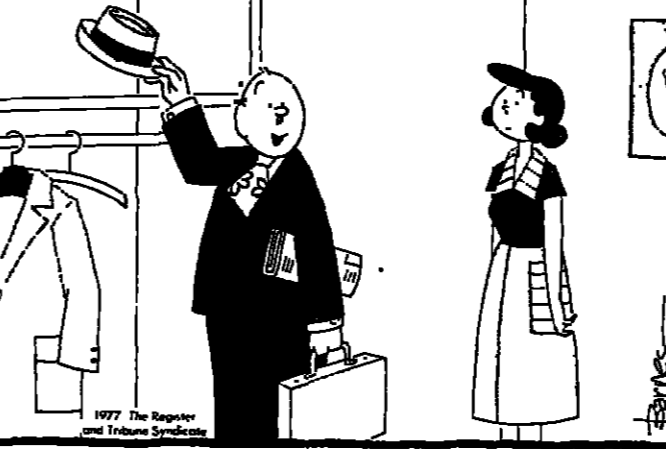
THE FLINTSTONES



LAUGHS FROM EUROPE



THE BETTER HALF. By Barnes



PROVERB

He that faints in the day of adversity is not strong.

GORED BRIDGE

BY CHARLES H. GOREN AND OMAR SHARIF © 1977 by Chicago Tribune

Both vulnerable. South deals. NORTH ♠ 4 ♥ 10 9 6 5 ♦ AK 9 ♣ AK 7 6 SOUTH ♠ AK 10 8 2 ♥ AK J 7 ♦ 5 ♣ Q 4

The bidding: South West North East 2 ♠ Pass 3 ♣ Pass 3 ♣ Pass 4 ♣ Pass 5 ♣ Pass 5 ♣ Pass 6 ♣ Pass

West led a low club and declarer, who had an aversion to going down in a slam at trick one, naturally refused to finesse. He played three rounds of trumps in an attempt to drop the jack. When East showed up with only two spades, declarer cashed the ace of hearts, crossed to dummy, with a high diamond and discarded the queen of clubs on the other diamond honor. Then he ran the ten of hearts. The finesse succeeded but the patient died. West ruffed and exited with a diamond, and declarer still had to lose a heart. Declarer's safety play in hearts was misguided. It would succeed only when West held a singleton queen of hearts. But if West did indeed have a singleton heart, it was three times as likely to be a low card rather than the queen. After drawing three rounds of trumps, declarer should have left hearts along for the moment. The proper line was to take the two high diamonds, ditching the club loser, then run the ten of hearts. When this holds, declarer remains in dummy and can repeat the finesse. Now the defenders can get no more than a trump trick.

RESTAURANT TAIWAN TOURISMO 店飯光觀灣臺Tel.41093 3rd Circle Jabal Amman supply Chinese food and special family dinner: only JD 1.250 including one soup one dish plain rice or bread. Welcome and enjoy our typical delicious Chinese food. Many many thanks for your kindly patronage.

GRAFFITI ELIMINATE THE EXCLAMATION POINT... NOTHING SURPRISES US ANYMORE

OUT AND ABOUT Captains Cabin The fashionable restaurant for you. Grindays Bank street, Tel. 2197, AQABA. Open for dinner, air conditioned. Speciality Italian cuisine. Live Music and dancing. CHINESE RESTAURANT First Chinese restaurant in Jordan. First Circle, Jabal Amman, near the Abiyah School or CBE. Tel. 38888. Open daily from noon to 3:30 p.m. and 6:30 p.m. to midnight. Also take home service-order by phone. THE DIPLOMAT First Circle, Jabal Amman. Tel. 25882. Open from 7 a.m. to 1 a.m. Restaurant, coffee-shop, snack bar and patisserie. Oriental and European specialties. For advertising in above columns contact "Sout Wa Soura" Tel. 38989. Open from 9 a.m. to 1 p.m. and 4-6 p.m.

JORDAN TIMES DAILY GUIDE

Table with columns for JORDAN TELEVISION, RADIO JORDAN, JRC RADIO, AMMAN AIRPORT, and USEFUL TELEPHONE NUMBERS. Includes program schedules and contact numbers for various services.

JUMBLE THAT SCRAMBLED WORD GAME by Henri Arnold and Bob Lee. Includes a cartoon and a word puzzle. Answer: HE WAS A... (Answers tomorrow)

CROSSWORD PUZZLE. Includes a crossword grid and a list of clues. Clues include: 1. Soap plant, 2. Division of time, 3. French sofa, 4. Punctuation mark, 5. Apartments, 6. Precip, 7. Rejoinder, 8. Enthusiastic review, 9. Exclamation animal, 10. Gardner, 11. du Diable, 12. Ever poetic, 13. Discourage, 14. Small jungle, 15. Handful, 16. Epithet of Zeus, 17. Dismissal, 18. Took five, 19. Baker's shovels, 20. Miscal, 21. Verbal ending, 22. Denial, 23. Experienced, 24. Aesthetic taste, 25. Cosmetic, 26. Flavors, 27. More ashen, 28. Ammonia compound, 29. Blows a horn, 30. Artificial language, 31. Cannibal, 32. Ice mass, 33. Previously, 34. Snake.

